

Remarks

Claim Rejections – 35 USC § 102

The Examiner rejects claims 1-18 as being unpatentable over Jarvi et al. Claim 1 has been amended to include the limitations of former claims 2 and 10, and accordingly the Examiner's rejections of those claims are considered as if they had been made against amended claim 1. This rejection is respectfully traversed for the following reasons.

A pre-specified template format

Claim 1 requires that the RDS information is provided in a pre-specified template format. The RDS information in Jarvi et al. is not in a template format. In contrast, the Jarvi et al. receiver captures the RDS data stream and, for example, "automatically extracts WAP settings from the captured RDS data stream" [0023].

No template format is disclosed or suggested in Jarvi, and instead the terminal appears to have dedicated modules which parse the RDS data to recognise characteristic data such as WAP settings, SMS data, etc. Using a template, as claimed in the current application, provides a far simpler message and one which can be processed at the radio terminal in a far less sophisticated manner. Patentability over Jarvi should therefore be acknowledged by virtue of this feature.

Contact center and automatic routing to agents

The features of former claims 2 and 10 have now been included in claim 1. Accordingly the rejections of these claims provides an indication of the allowability of amended claim 1. Applicants were unable to find any disclosure of a contact centre or the routing of messages to contact centre agents.

Claims 2 was alleged to be anticipated on the basis that: "Jarvi et al discloses that said service provider comprises a contact centre (115) (see figure 1)." Similarly, this reasoning was expanded on for claim 10: "Jarvi et al discloses that said service provider comprises a contact centre (115) (see figure 1) wherein the contact centre receives said message, extracts said RDS information from

the message and routes the message to one (120) (see figure 1) of a plurality of contact centre agents on the basis of said RDS information (see sections [0018, 0020]).”

To better understand the rejection, Applicants note that these features are also touched on in the rejection of claim 16, which relates also to the contact centre. In the rejection of claim 16, it is again stated that the contact centre is denoted in Fig. 1 of Jarvi under reference numeral 115, the agents as 120 and the messages as 125, with a router 145 being arranged to route messages from the input to the contact centre agents. Reference is made also to paragraphs [0016, 0020, 0023-0026].

It is central to the rejection made by the Examiner that the contact centre can be interpreted as including the “mobile internet services platform 115” of Fig. 1, and that contact centre agents can be read onto the “FM radio broadcasting server platform 120”. Neither of these entities resembles a contact centre or its agents, at least in the sense that these terms are understood by applicants and in the sense that these terms are used in the specification.

A contact centre is described at a number of points in the present application as filed as including, for example, “a traditional telephony based call-centre via which customers are able to purchase mail order goods or other services.” The automatic routing is described in terms of “the advantage that the customer is automatically routed to an appropriate call centre agent which (sic) a skill-set suited to the requirements of the customer, as judged on the basis of at least the RDS information.”

Numerous other references are made to the contact centre and its agents, but it is abundantly clear that the contact centre is something like a call centre (the term “call centre” is often avoided to ensure that centres which utilize media other than voice telephony are not excluded). In any event the centre has agents for responding to incoming contacts on the basis of agent abilities and skillsets.

To clarify the nature of the contact centre, claim 1 includes the further limitation of “said service provider being a contact centre which comprises a contact routing mechanism for receiving and routing incoming contacts, and a plurality of agents to which said incoming contacts can be routed by said routing mechanism to enable said agents to respond to said contacts”.

It is respectfully submitted that the mobile internet services platform is in no sense a contact centre, and that the FM radio broadcasting server platform is in no sense a contact centre agent.

Jarvi describes the mobile internet services platform 115 as being something which provides a response to the digital mobile terminal, and which provides SMS numbers, WAP addresses and URLs, for example, to the FM radio broadcasting server platform 120 (i.e. the content of the RDS information to be broadcast). This is not a description of a contact centre.

As for the contact centre agents, these are equated to the FM radio broadcasting server platform. The FM radio broadcasting server platform is responsible for putting together the content of the FM broadcast, as illustrated in Fig. 2, and thus it converts playlists, advertisements, URLs, etc. into RDS format and generates a radio broadcast from this RDS information and the actual conventional radio signal.

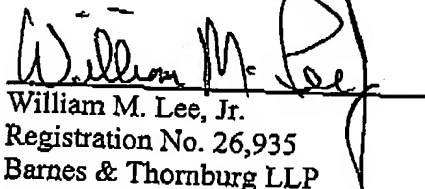
The communication between the mobile internet services platform 115 and the FM radio broadcasting server platform 120 is limited to the mobile internet services platform supplying some of the content to be broadcast in the RDS data stream, as described in paragraph [0018]. There is no disclosure that RDS information is extracted from user requests and then "routed" to the FM radio broadcast server platform in any manner which could be considered analogous to a contact centre routing incoming contacts to its agents.

Because Jarvi contains no disclosure of the use of RDS information to access a contact centre and to direct a contact within such a contact centre to a suitable agent, it is submitted that claim 1 is further patentable over the cited prior art. Similar amendments were made in each other independent claim, such that all independent claims share patentability for at least the reasons given above, and by extension, each dependent claim includes, at a minimum, the patentable subject-matter discussed above.

Further and favorable reconsideration is therefore urged.

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Respectfully submitted,



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